



A STUDY OF PUBLIC AWARENESS ON SPORT PERSONAL
ACCIDENT INSURANCE IN KOMPLEKS SUKAN NEGARA, BUKIT
JALIL, KUALA LUMPUR

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INSURANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDAR MELAKA

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Submitted in Partial Fulfilment
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“DECLARATION OF ORIGINAL WORK”

I, Akmal Afiq Bin Kamarolzaman, (I/C Number: 871221-14-6251)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any investigation work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

April 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management,
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Kampus Bandar Melaka
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75300 Melaka

Dear Sir ,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “A STUDY OF PUBLIC AWARENESS ON SPORT PERSONAL ACCIDENT INSURANCE IN KOMPLEKS SUKAN NEGARA, BUKIT JALIL, KUALA LUMPUR” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Akmal Afiq Bin Kamarolzaman

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

This research is conduct to carry out “Public awareness on sport personal accident insurance in Kompleks Sukan Negara, Bukit Jalil, Kuala Lumpur”. The main objective is to measure and identify the most factors that contribute to the awareness of public towards sport personal accident insurance.

It consist of three factor that are barrier that influence public to buy / demographic trends which describe income and lifestyle of public toward this product / critical role of media towards this product.

At this research probability sampling technique and simple random sampling techniques were been used to get data that are require. Population of the research was publics that using amenities at Kompleks Sukan Negara, Bukit Jalil, Kuala Lumpur.

About 50 respondents were getting from the research to help for accomplish this research by answering questionnaires that distributes to them. All data collected were analyzed systematically by Statistical Package for Social Science (SPSS)

The conclusion of this study was the outcome from the data and analysis which include the answer to the research question and research objective. , The recommendation shows the way to overcome problem or develop new ways to strengthen the awareness among public.